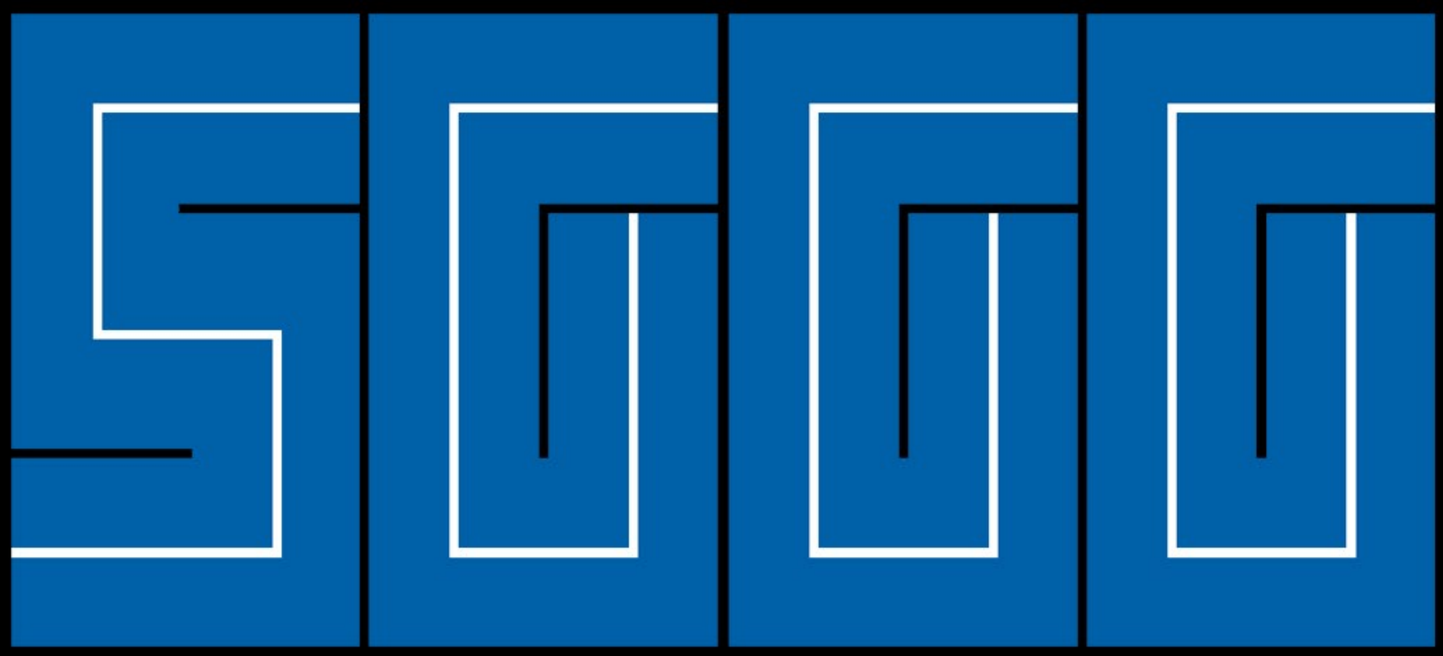
Dreamcast™

SEGA SIMULATION



SEGAGAGA

Hitmaker™

TEEN

CONTENT RATED BY ESRB

51183

SEGA

Thank you for purchasing the Dreamcast-exclusive software *Segagaga*. Please be sure to read this manual carefully before starting the game.

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***Segagaga* is a work of fiction.**
All company names, logos, and product names used in this software are used with permission from the rights holders.

This game supports backup saves. A memory card (sold separately) is required to save game data.
A minimum of 15 blocks is required.
Saves are performed using “Save” in the Meeting Room.
While saving, do not turn off the power, unplug the controller or memory card.

Tarō Sega (Default Name)

An ordinary boy, until one day he is summoned by SEGA's AI super computer "Tera Drive" and chosen to be the industry's savior.

While hesitant, he gradually strengthens his resolve and passion for games as he learns the truths behind the bizarre "Segagaga" project.

Yayoi Haneda (Default Name)

The other person chosen to lead Project "Segagaga."

A cheerful, energetic girl who works as an analyst.

While usually working with Tarō, she sometimes acts independently. She is a mysterious presence who seems to already know a lot about the situation.

She's fond of mobile games, especially new releases.

Secretary Alisa

The ever-reliable secretary who supports the two in their Segagaga duties.

Acts as a navigator, offering info and advice to the player.

A beautiful and capable career woman.

Story and Character Introduction

The near future.
The chaotic video game industry.
In the midst of it all...
SEGA, having long held onto ambitious dreams, finally entrusts its future to a single boy!

That future is the top-secret project "Segagaga."
You, chosen by SEGA to oversee the development of in-house games, are thrust into this mission.
In just three years, can you restore SEGA's honor and reclaim market share?

Facing the outrageous spread of insane games...
Clashing with strange foes from rival companies appearing one after another...
And a mysterious girl chosen alongside you—what is her goal?

Now, the curtain rises on a grand adventure into a world no one has seen before!

Hitomajiri — President

President of SEGA in the year 2025.

An ideal executive with deep knowledge and trust in his team.

He places the fate of SEGA—and the entire industry—in the hands of the player, tasking them with the top-secret "Segagaga" operation.

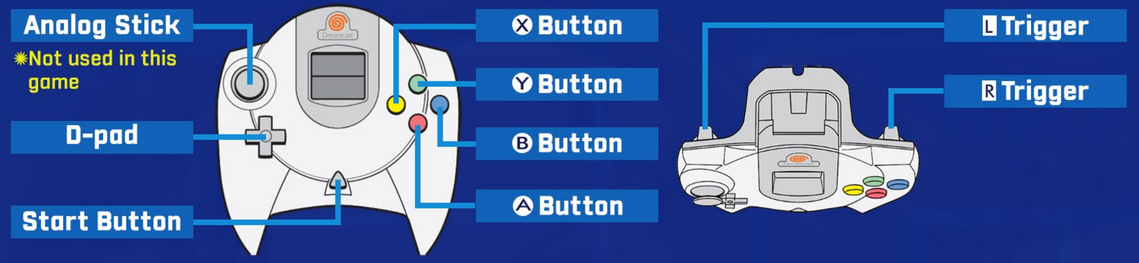
Special Director Cool

A mysterious man from America who suddenly appears.

His goals are completely unknown.

Controls

Segagaga is a single-player only game.
Please connect the Dreamcast controller to Control Port A.



▼If you press A / B / X / Y and **Start** at the same time, you can return to the Title screen.

▼When turning on the console, do not move the analog stick or the L/R trigger. Doing so may interfere with position calibration and could cause improper operation.

TITLE MENU / OPTIONS / SAVE (→P.13) · ADV MODE (→P.16) · MOVEMENT MODE (→P.20)

D-pad	Select command/item, input characters for name
A Button	Confirm command/item / Advance message
B Button	Cancel command/item / Skip movie / Return to Status screen / Advance message
L Trigger	Switch screens / Memory card selection / Select commands and items
R Trigger	Same as L Trigger
Y Button	Sort staff by ability in the Research Lab
Start Button	Start game / Skip movie
X Button + L Trigger	Toggle Message Skip feature (enabled after completing the game once)

RPG MODE / BATTLE MODE CONTROLS (→P.24)

D-pad	Move player / Select commands and items
B Button + D-pad	High-speed player movement (reduces chance of enemy encounters)
A Button	Confirm command/item / Advance message / Investigate / Talk to characters / Use item
B Button	Cancel command/item / Advance message
Y Button	Go to Inventory screen (→P.26) / Sort staff by ability (in the Research Lab)

✷Note: X Button, L / R Trigger, and Start Button are not used

SIM MODE MODE CONTROLS (→P.30)

D-pad	Select commands and items / Hold right for Status overview
A Button	Confirm commands and direction / Decide active staff / Use item / Initiate commands like “Orders” and “Talk”
B Button	Cancel commands/items / Advance message
L Trigger	Switch development rooms (only if there are two or more rooms)
R Trigger	Same as L Trigger
Y Button	Hold to speed up development progress
Start Button	Pause (press again to unpause)

✷Note: X Button is not used

Starting the Game

Nice to meet you. I'm Alisa, the executive secretary who supports all aspects of "Segagaga." From here on, I'll be explaining the game (in other words, a tutorial for how to play) so you can proceed smoothly with the project.

When you start the disc, the opening movie will begin. After the movie finishes (you can skip it by pressing the **Start** button), the title screen will be displayed. Once your memory card check is complete, press the **Start** button again. The title menu will then appear.

SELECTING A MODE FROM THE TITLE MENU

Use the D-pad buttons ⬆⬇ to choose the mode you want to play, then press the Ⓐ button to confirm. If you want to cancel, press the Ⓑ button to return.

▼NEW GAME▼

Play the game from the very start.
You'll first set names for your hero and heroine, then the first chapter will begin. For more about name entry, see page 9.

▼CONTINUE▼

Select a save file to continue playing where you left off.
For details, see page 12.

▼ARCHIVES▼

Load a save file and view staff, items, and movies that you've unlocked during play. For details, see page 13.

▼OPTIONS▼

Change various settings. For details, see page 13.

▼NAMING THE HERO AND HEROINE▼

When you choose "New Game," you will be prompted to name the hero and heroine. Names can be up to 16 characters. By default, the hero's name is "Taro Sega" and the heroine is "Yayoi Haneda" — very fitting for *Segagaga*!

Later, when staff members join in the RPG part (→p.29), you'll enter names for them too, so be sure to learn how the naming system works.

■NAME ENTRY CONTROLS■

L/R Triggers	Choose between name entry type (Custom or Random)
D-pad	Move cursor / select characters
Ⓐ Button	Confirm character / confirm name entry / proceed to end confirmation
Ⓑ Button	Delete a character
Start Button	Move cursor to end

▼Character Select

BS	Delete a character
→	Move cursor to the right
←	Move cursor to the left
END	Confirm and finish name entry

■ENTERING YOUR NAME■

In this section, we'll go over how to input and delete characters, so be sure to pay attention!
First, delete the default names, and then input your own.
Basically, choose either Custom or Random from the Entry Type menu, then select the characters to input.

●Choosing the Name Entry Type●

Press the L/R trigger to choose the entry type. The options are "Custom" or "Random." After selecting a type, the character table will switch accordingly.

●CUSTOM NAME ENTRY●

After selecting "Custom," pick the characters you wish to input and confirm.
If you want go back to choosing a different entry type, use the L/R triggers.

●DELETING CHARACTERS●

To delete a character, press the **BS** button or the Ⓑ button while the cursor is on the character.
However, note that at the very first character position, you can only use the **BS** button to delete.

■ENTERING YOUR NAME...CONTINUED■

●RANDOM NAME GENERATOR●

The Random option is very useful when you can't decide on a name.
By pressing the **Start!** or **Stop!** buttons, the game will shuffle through various names.
When you press **Start!**, shuffling begins.
When you press **Stop!**, shuffling stops and displays a randomly generated name.
If you're not satisfied with the name, simply try again.

■FINISHING NAME ENTRY■

Once you've entered all your characters, select **END**, or if you've used Random, select **Confirm**.
A confirmation screen will appear.

If everything looks good, confirm it—once set, you won't be able to change it, so decide carefully!

HINT

IF YOU WANT TO START WITH THE DEFAULT NAMES
If you prefer to use the default names, here's how:
When the name entry screen appears, select Random, and choose **Confirm**.
Alternatively, just select **END** right away to start using the default names.

▼CONTINUE FROM A SAVED GAME▼

When you select “Continue”, the display switches to the file screen.
Choose a save file and resume your game.

■SELECTING A MEMORY CARD AND SAVE FILE■

Insert a memory card containing *Segagaga* save data, then choose it with the ⬅➡ buttons or L/R trigger.
Next, select the file you want to load with the ⬆⬇ buttons and press the Ⓐ button to confirm. A confirmation message will appear; choose **“Yes”** to load.
If you want to select another file instead, choose **“Cancel.”**
Pressing the Ⓑ button will return you to the title screen.

Port……The memory port currently selected
Free Blocks……Remaining empty blocks on the selected memory card / total
Play Time……Total time played up to when the file was saved
Player Name……Chosen name of the player
Level……Player’s current level
0 Y 05 M (example)……The current in-game year and month of the project
Share……Current market share percentage (%)
Archive……Current Archive completion rate (%)
Clear Count……Number of times *Segagaga* has been cleared

LOAD
Port A-1
Free Blocks 038/20
01 Chapter 1: Segagaga Start!
02 Chapter 2: Development Start!
03 Chapter 3: Kaorin Appears!
04 Chapter 3: Kaorin Appears!
05 Chapter 3: Kaorin Appears!
Play Time 01:37:37
Taro Sega Level 18 0 Y 05 M
Share 3% Archive 5% Cleared# 00
Select a file to load

▼VIEWING UNLOCKED ARCHIVE DATA▼

Load a save file to review the games you developed, staff you’ve obtained, items, movies you’ve seen, and more.
Selecting files with a higher “Archive (%)” allows you to view more content.
Insert the memory card containing your *Segagaga* save data, then select it with ⬅➡ or L/R trigger.
Next, choose the file you want to load with ⬆⬇, and confirm with the Ⓐ button.
A confirmation message will appear — choose **“Yes”** to load.
If you want to pick another file, choose **“No.”**

LOAD
Port A-1
Free Blocks 038/20
01 Chapter 1: Segagaga Start!
02 Chapter 2: Development Start!
03 Chapter 3: Kaorin Appears!
04 Chapter 3: Kaorin Appears!
05 Chapter 3: Kaorin Appears!
Play Time 01:37:37
Taro Sega Level 18 0 Y 05 M
Share 3% Archive 5% Cleared# 00
Select a file to load

■HOW TO VIEW ARCHIVE DATA■

After loading, a list of Archive categories will appear.
Select the category you want to browse using ⬆⬇, and confirm with the Ⓐ button.
The numbers shown beside each category indicate the current / maximum Archive count.
You can scroll pages with L/R trigger.
Select a category, then press the Ⓐ button to view its contents.
Pressing the Ⓑ button will return you to the category list.
If you select the option “Return to Title,” you can go back to the title screen at any time.

▼OPTIONS▼

You can change various game settings here.
Use ⬅➡ to toggle between **Mono** and **Stereo** sound output depending on your TV setup.
When you’re done adjusting settings, choose “EXIT” to confirm and return to the title screen.
Other options, like BGM and SE (sound effect), will become available later in the game. Enjoy experimenting with them once you’ve progressed further.

Title: Penguin Land
Image: On a Planet
Theme: Penguin Combat Style
Genre: Action
Comment:
President Oguchi of Hitmaker's personal favorite. A well-crafted action puzzle game, which he affectionately calls "DokiPen."

SGGG Purpose & Structure

Next, I'll explain the purpose and structure of the top-secret SGGG project.

CONTROLLING THE GAME INDUSTRY

As the player—that is, as the manager of SGGG—you must aim to gain control over the game industry. The president has entrusted you with a mission that is far from easy.

As manager of SGGG, you must accomplish the following goals:
— The project period is 3 years. During that time, using your initial budget of 10 million yen, you must obtain 100% market share of the game industry.
— If you fail to reach 100% market share within three years, your management performance is deemed inadequate and Segagaga is dissolved (Game Over).
— If your development budget runs out at any time, or if you lose all market share, the result is the same: dismissal (Game Over).

In any case, never forget that the future of SEGA rests on your shoulders.
Let's start by thinking about how to raise your market share.

Development, budget, and scheduling must be checked thoroughly. If not, your sales will lose to rival companies.

Game development itself depends on staffing the right people—assigning personnel, managing schedules, and adjusting work conditions. If these aren't balanced, you'll end up releasing poorly made titles. Players choose games based on what they find appealing.

Ultimately, it all comes down to this:
If your market share drops, the company will pressure you, and if it hits rock bottom, you're fired. Always be aware of this.

Also, note that the game refers to you—the player—as "Manager," so we use that term throughout the explanations.

Game Over...

RELATIONSHIP BETWEEN MODES

The game consists of four primary modes: Movement, ADV, RPG, and SIM.
Detailed descriptions of each part begin on the following pages.

SIM MODE

Using the staff you assign to development, you create games. You also manage staff health, workloads, and advertising, and sell games once completed. (→ p.30)

ADV MODE

This part focuses on story scenes that mainly take place in meeting rooms. The game progresses through these story sequences, and you can save or check your current status here. (→ p.16)

MOVEMENT MODE

Move between development rooms, shop at the headquarters store, and manage staff team formation. (→ p.20)

RPG MODE

Recruit developer staff and secure the development labs needed to complete your own game. (→ p.24)

ADV Mode

The ADV Mode is where the story unfolds, mainly inside the meeting room. Chapters 1 through 9 begin with a title screen, followed by story scenes. Sometimes unexpected events will occur.

Operating the ADV Mode is simple. When the ▼ indicator appears at the bottom right of the message window, press the Ⓐ button or the Ⓑ button to advance the message. (Pressing either button performs the same action—remember that.)

During story scenes, choices may appear. Use ⬆⬇ to select a choice and press the Ⓐ button to proceed.

The meeting room, in addition to being the part where you advance the story, is also an important place where you can check the current market share distribution and development status, check the player's status, and save your progress up to that point.

READING MEETING ROOM SCREENS

Here's how to read and understand the screens of the meeting room.

Calendar

Shows the current in-game date.
It is December 31, 2027.

Current Location

Development Progress

As SIM Mode work progresses, the development gauge fills up.

Action Commands

Characters Currently in Meeting Room

Message Window

ACTION COMMANDS

When you select an action command displayed on the lower left of the meeting room screen using ⬅➡⬆⬇, then press the Ⓐ button, it will switch to that screen.

▼TALK▼

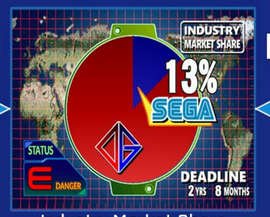
You can talk with the characters who are in the meeting room.
Mainly, I (Alisa) will explain the current objectives or project progress, things like "what you should be doing now." Of course, characters other than myself also appear, so choose this command whenever you want to speak to someone.

▼STATUS▼

You can check the current state of industry market share, development status, and the player's status. I think confirming the current situation from time to time is the first step toward success.
When you choose this command, it switches to the Industry Market Share screen. On this screen, you can switch to Player Status or Development Status by pressing the ⬅➡ button or L/R trigger.
To return to the meeting room from these screens, press the Ⓑ button to go back to the Industry Market Share screen, and then press the Ⓑ button once more. Note that you cannot return directly to the meeting room from the Player Status or Development Status screens, you must go back to the Industry Market Share screen first. For how to read each screen, please check p.18 onward.

Player Status

L R

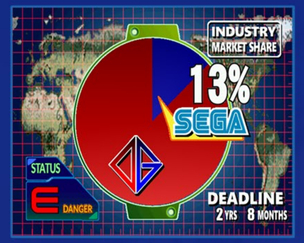


Industry Market Share

L R

Development Status

■READING THE INDUSTRY MARKET SHARE SCREEN■



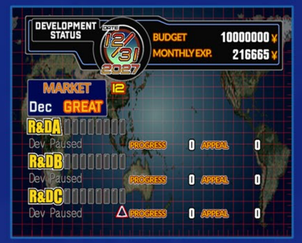
Dogma's Share……Shows Dogma's current share of the game industry.
SEGA's Share……SEGA's share.
Current Status……Shows the current status of SEGA's share in five ranks: A (Excellent) / B (Favorable / C (Steady) / D (Poor) / E (Danger).
The project begins at rank E.
Deadline……Shows how many in-game years and months remain until the project ends.

■READING THE PLAYER STATUS SCREEN■

You can also check how to read this screen on the status screen in the RPG Mode (→ p.24), so keep this in mind.

Strength……Current health points, or in other words, HP.
Dreams……Current dream points (DP, effectively the same as MP). It is consumed when using the "Bluff" command in the RPG Mode.
Passion……Indicates attack power when no weapon is equipped.
Speed……The higher this is, the easier it becomes to strike before an enemy.
Intel……Indicates defensive power when no armor is equipped.
Charisma……Represents the player's charm. It is consumed when using the "Moe Moe" command in the SIM Mode.
Name……The player's name.
Level……Your current level.
Development EXP……Displays total accumulated negotiation experience with development staff.
To Next Level……The experience needed to level up.
Attacking Power……The attack power you deal to staff in battle.
Piko Hammer (ex.)……Currently equipped weapon.
Defensive Power……Your defense against attacks from staff.
Outerwear +1 (ex.)……Currently equipped armor.
Pocket Change……The money the player currently has (unit: yen).

■READING THE INDUSTRY MARKET SHARE SCREEN■



Calendar……Shows the current year and month.
The project ends on December 31, 2027.
Budget……This is the amount of budget currently available for use in *Segagaga*.
If this budget runs out, it's game over, so keep an eye on it. By the way, "Pocket Change" is separate from this budget, so don't worry about that.
Monthly Exp.……The total monthly cost required for the SIM mode. This includes personnel expenses and maintenance costs.
Market……This shows the state of the game industry market in five ranks: Great / Good / Okay / Bad / Awful. It changes each month, and it affects the sales of games released during that month.
Dev Status/Dept Name……Shows how far along development is projected to be that month. The gauge rises one segment per month. During development (projected), it is shown in green ■, and when development is complete, it is shown in orange ■. Also, when development is in progress, both the current development Progress and Appeal values are displayed (when not developing anything, it displays 0).

▼SAVE▼

This saves your current progress. Each save file uses 15 blocks (up to 10 files per memory card).
On the save screen, choose a memory card with ⬅➡ or L/R, then select a file with ⬆⬇ and confirm with Ⓐ button.
Choose "Yes" at the confirmation message, or "No" to pick another file. If the selected file already has data, you'll be asked whether to overwrite it—confirm only if it's safe to replace.
When saving finishes, press Ⓑ to return to the meeting room.

SAVE
Port A-1 Free Blocks 038/20
02 Chapter 2: Development Start!
03 Chapter 3: Kaorin Appears!
04 Chapter 3: Kaorin Appears!
05 Chapter 3: Kaorin Appears!
06 Clear! Play Segagaga again?
Play Time 01:37:37
Taro Sega Level 18 0Y 05M
Share 3% Archive 5% Cleared# 00
Overwrite save? Yes / No

The items displayed on the save screen are the same as those in the "Selecting a Memory Card and Save File" section on p.12.

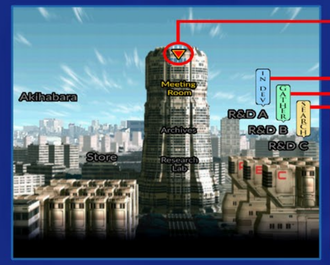
▼MOVE▼

Switches to the Movement Mode. (→ p.20)

Movement Mode

The Movement Mode serves as the connecting role between the ADV Mode and the RPG/SIM Modes. It is the part used when moving between necessary locations—such as the meeting room, development rooms, the research laboratory, and the headquarters shop.
Since the places you can visit are displayed, choose a destination with ⬅➡⬆⬇, then press the Ⓐ button to move.
At the start of the project, the number of available locations is limited, but they increase as the story progresses.

READING THE MOVEMENT MODE SCREEN



- Cursor
  - ▼The cursor appears above the selected location, which is displayed in ■ color.
- Development In-progress (SIM Mode)
- Gather Staff (RPG Mode)
- Search Development Room (RPG Mode)

The icon to the right of the development room name indicates its current state—whether a game is being developed there (SIM Mode), whether you can enter the room and persuade the development staff (RPG Mode), or whether it is a development room you have not yet attacked (RPG Mode).

- **RPG Mode**
  - **SEARCH** — Locations where "Search" is displayed are uncleared development rooms, where you can progress the story while also recruiting staff.
  - **SEARCH** — If you return to the Movement screen while the RPG Mode is in progress, that development room will still show as "Search." If you return to the development room again, the story will resume.
  - **GATHER** — After obtaining the development room, the story will not progress further there, but you can continue focusing on recruiting staff ("Gather").
- **SIM Mode**
  - **IN DEV** — If you stop recruiting staff and assign them, the game switches to the SIM Mode, meaning development is now underway.

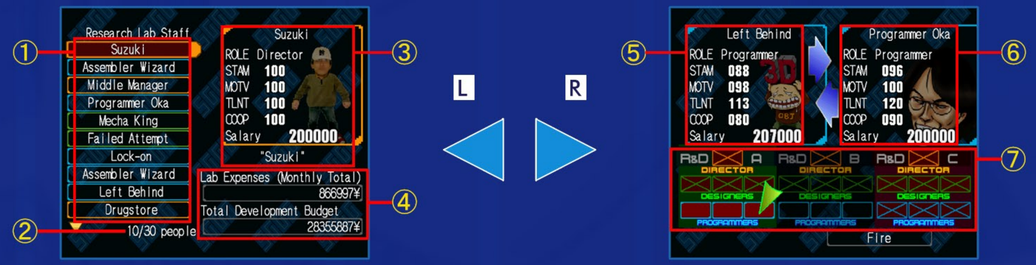
HINT

The development room serves two roles: as dungeon in the RPG Mode and as development room in the SIM Mode. In other words, both the RPG Mode and the SIM Mode take place inside the same development room.

TEAM FORMATION (RESEARCH LAB)

From among the development staff you recruited in the RPG Mode, you can select members and place them in development rooms, or swap staff currently assigned to a development room during the SIM Mode with those in the Research Laboratory. You also remove staff ("Fire") here.
Use ⬆⬇ to select staff, and ➡ or the R trigger to move to the placement screen.
Press the Ⓐ button to confirm staff selection. You can sort staff with the Ⓨ button.
When you press the Ⓑ button, it will ask whether you want to finish and return—choose either "Yes" or "No" to confirm.

▼READING THE RESEARCH LAB SCREEN▼



①…This is the staff list, where you can view information for each staff member. The colors represent: ■ Director, ■ Designer, ■ Programmer.

②…Shows the current number of staff / maximum number of staff allowed.

③…Displays the staff member's status.

Name: The name the player assigned.

Role: One of the three types — Director, Designer, Programmer.

STAM: Shows the staff member's physical condition. If low, they tend to doze off and make mistakes more easily.

MOTV: Indicates how motivated the staff member is toward development. If motivation is low, they won't work well.

TLNT: The staff member's innate talent and ability. When this value is high, the chances of poor conditions decreases, and perform drops less even when the staff member is in a poor state.

COOP: Shows the staff member's Cooperation level. If the value is low, the "irritated" icon lights up and fights with team members become more likely.

SALARY: The monthly wage the player must pay to this staff member.

④…The monthly equipment usage fee and development expenses required for staff staying in the Research Laboratory (the amount of budget that can be used for them).

⑤…Displays the staff member's stats.

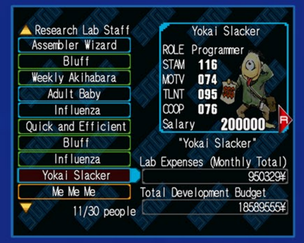
⑥…Shows the stats of staff members who are already assigned to a team.

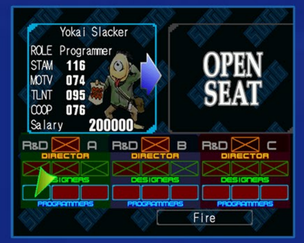
⑦…This is where you assign staff. There can be up to 3 development rooms, and each team can have up to 7 members. For how to assign them, see page 22.

▼TEAM FORMATION▼

A team is composed of one Director, one Designer, and one Programmer, for a total of three people. However, if there are fewer members, development will be delayed. Therefore, aim to form teams of seven people: one Director, three Designers, and three Programmers. Using the example of assigning Designer A to a team, I will explain.

Move the cursor with ⬆⬇ and select Designer A, and confirm with the Ⓐ button. Next, move to the placement screen with ➡ or the R trigger, then choose a placement slot with ⬅➡⬆⬇ and confirm with the Ⓐ button. Designer placement locations are specified as the three positions in the second row from the top, so decide on one of those. With this, the placement of Designer A is complete.





▼STAFF REPLACEMENT▼

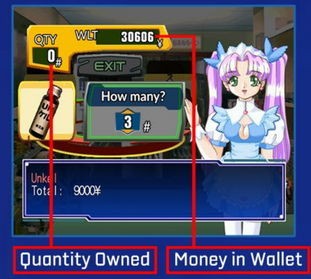
On the placement screen, select an already-assigned staff slot with ⬅➡⬆⬇ and press the Ⓐ button. The command “Back to Roster” will be displayed. If you confirm that selection, the staff member will be removed from the team and returned to the staff list in the Research Lab. Also, you can press the Ⓨ button to replace staff in the same way. Additionally, there is another method: selecting staff from the Research Lab’s staff list and deciding on an already-assigned slot for them to take. Be sure to remember this as well.

▼STAFF DISMISSAL▼

When dismissing staff for budgetary reasons, you will cut personnel using the “Fire” command. When you select a staff member from the staff list or select an already-assigned staff slot, the “Fire” command will be displayed. If you confirm the selection, the staff member will be called up and you will be asked to be confirm, “Fire them? Are you sure?” Choose either “Yes” or “No” to decide.

SHOPPING AT THE STORE

At the headquarters store and other stores, you can purchase equipment, armor, and various items.
Use ⬅➡ to select the item you want to buy, and confirm with the Ⓐ button; then it will ask how many you want, so choose the quantity with ⬆⬇ and confirm with the Ⓐ button. If you do not have enough money (pocket change), you will not be able to buy anything, so think carefully before making a purchase.



If you press the Ⓑ button, the cursor will move to “EXIT,” so if you want to finish, press the Ⓐ button there. You will return to the Movement Mode from the store.
If you still want to continue buying items, press the Ⓑ button again to return to the shopping screen.

VIEWING THE ARCHIVES

Even if you do not select the “Archives” mode from the title menu, you can still go to the Archives from this part. For details on browsing the Archives, refer to page 13. If you select “Return to Map,” you will return to the Movement Mode.

RPG Mode

The RPG Mode's main purpose is the acquisition of development rooms and development staff. In the RPG Mode, you proceed with the story while exploring the development rooms. During exploration, you will encounter on-site development staff, and, some will listen to what you say, so negotiate well. As you meet staff members and convince them, the player's development rank will rise, and when you finally persuade the head of a development room, you will be able to obtain that development room. This is the basic flow of progression.

Additionally, a development room that has been conquered once in RPG Mode can be entered again without story progression so that additional staff can be acquired.

Use ←→↑↓ for player movement, and use the Ⓐ button to talk to people or investigate objects. Pressing the Ⓨ button will display the status & command screen (→ p.26). When you hold the Ⓑ button and press a direction button, you perform high-speed movement. If you perform this action, you will not encounter staff (enemies), so keep this in mind.

Quick Status

Shows your current/max HP and current/max Dream Points.

- Story Progression in RPG Mode
- Explore the development rooms
- Persuade staff (enemies)
- Negotiate with staff (Negotiation Mode)
- Negotiation Success →Go to Research Lab
- Level Up
- Persuade R&D Director(s)
- Convince to obtain dev rooms
- COMPLETE!

HINT

The "EXIT" inside the RPG Mode is, as the name says, a place where you can go outside. But if you do, you'll be forced to take a 30-day break. If you want to return to the meeting room or other location, 30 days will also pass. Note that the "Rest" command on the item screen is the same command.

TALKING TO PEOPLE

When you press the Ⓐ button in front of someone you can talk to, you can have a conversation. Some people will even tell you important things, so try talking to them first. Also, during conversations, there are times when you can choose a reply message.

Usually, when talking to someone, it will be displayed like in the screen above...

Sometimes, however, when speaking with a character who is important to the story, the screen will change to the same one used for "Talk" in the ADV Mode.

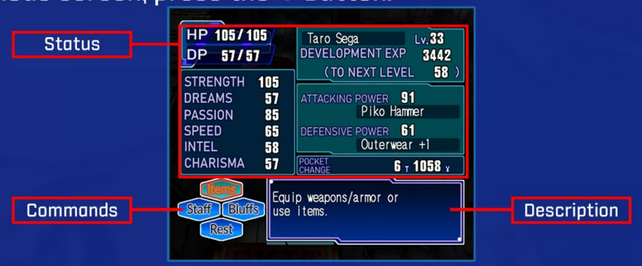
INVESTIGATING & OBTAINING ITEMS

At certain spots, pressing the Ⓐ button lets you examine that location. If there happens to be an item there, you can obtain it.

STATUS & COMMAND SCREEN

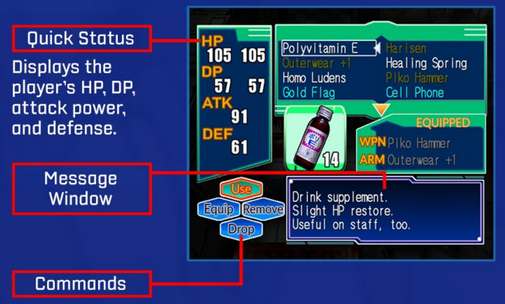
When you are standing still, pressing the Ⓨ button will switch to the Status & Command Screen (you cannot open it during events, so keep that in mind). Use ⬅➡⬆⬇ to select a command and confirm with the Ⓐ button. Each command will switch to its corresponding screen.

To return to the previous screen, press the Ⓑ button.



▼ITEMS▼

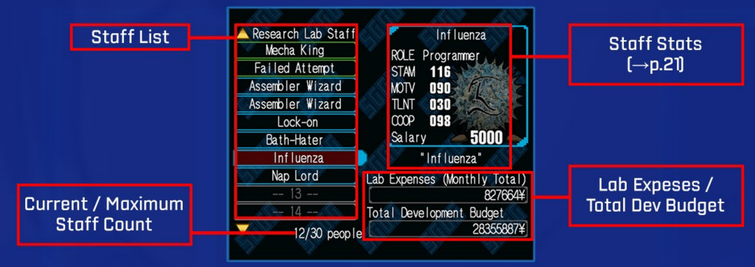
You can use items here, as well as equip or discard weapons and armor. Use ⬅➡⬆⬇ to choose a command and confirm with the Ⓐ button.
Next, when it switches to the item window, again choose a command with ⬅➡⬆⬇ and press the Ⓐ button to carry it out. To return to the previous screen, press the Ⓑ button.



Use.....Uses the selected item.
Equip.....Equips the selected weapon or armor item.
Remove.....Removes all currently equipped items. The game will ask if it is okay to remove them, so choose either "Yes/No."
Drop.....Discards the selected item. The game will ask if it is okay to throw it away, so choose either "Yes/No."

▼STAFF▼

After successfully convincing (winning over) staff in negotiations, you can check those staff members here.
Move the cursor with ⬅➡⬆⬇ to view each staff member's information.
Orange ■ indicates a Director, blue ■ indicates a Designer, and green ■ indicates a Programmer.
If you want to sort the staff by category or by ability values, press the Ⓨ button.
To return to the previous screen, press the Ⓑ button.



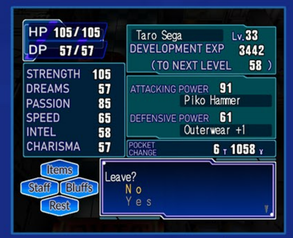
▼BLUFFS▼

You can use "Bluff" skills you learned upon leveling up.
Use ⬆⬇ to choose a bluff, then confirm with the Ⓐ button.
When you finish selecting a bluff, press the Ⓑ button to return to the previous screen.

▼REST▼

You can return to the meeting room in the ADV Mode.
However, be aware that leaving the development room forces a 30-day mandatory break, so be careful.

When you choose this command, the game will ask whether you really want to retreat, so choose "Yes/No" to confirm.



CONVINCING STAFF (BATTLE MODE)

When you encounter staff while exploring a development room, the game enters a mode where the player attempts to persuade them. Battles proceed by inputting commands each turn.
By using Taunt or Bluff commands to deal damage and reduce the opponent's HP to 0, you successfully win them over, and the battle ends.
However, if the player's HP drops to 0, you will be forced to take a 30-day rest, after which you restart from the meeting room.

▼READING THE BATTLE MODE SCREEN & UNDERSTANDING BATTLE MODE COMMANDS▼

Battle Status
Shows the player's HP and "dreams" (DP). The color of the HP numbers changes based on remaining health: white ■ near maximum, orange ■ below half, and red ■ at zero.
Commands
Message Window
HP 91/91
DP 44/44
Taunt
Bluff
Item
Run
Programmer Influenza has appeared!!

When the player's turn comes around, choose your action.
Use ⬅➡⬆⬇ to select a command, and press Ⓐ to confirm.
When the player's command is confirmed, the action begins.
Once both sides finish acting, the game returns to the command input phase.
(If the ▼ icon appears in the message window during actions, press the Ⓐ button to advance the message.)

Taunt……Perform an attack by taunting (attacking) the opponent — essentially the "Fight" command. Randomly, you may deal heavy damage with a "heavy strike."
Item……Use an item. Select the item you want with the ⬆⬇ and press Ⓐ.
Bluff……Use a Bluff technique you've learned. This command cannot be used if you don't have enough "dreams" (DP). Choose the bluff you want with the ⬆⬇ and confirm with Ⓐ.
Item……Abandon the persuasion attempt and try to run. However, running away may fail.

▼PERSUASION SUCCESS!▼

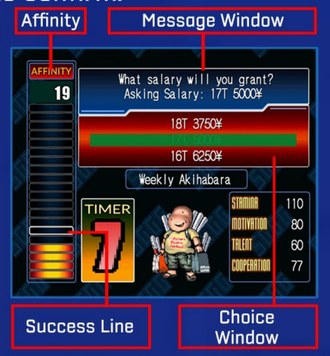
When you defeat a staff member in battle, you receive money (aka pocket change), items, and development experience points from the opponent.
When your development experience reaches a certain amount, you level up.
Your various stats will increase, and you'll also be able to learn new Bluff commands.

▼RECRUITING STAFF THROUGH NEGOTIATION!▼

After winning a battle, you may get a chance to hire the opponent through **Negotiation**. However, if the opponent wants to join you, they may approach you instead, which triggers **Recruitment**. Each requires different conditions to succeed, so think carefully before choosing. To select an option, use the ⬆⬇ and press the Ⓐ button to confirm.

■NEGOTIATION■

Various questions will appear in the message window, and three choices will be displayed in the selection window. Choose the response you think the opponent prefers. If you offer an amount *higher* than the requested salary, the favorability gauge will rise. However, if you offer *less* than the requested salary, or choose an answer the opponent dislikes, the gauge will go down—so be careful. When the remaining time reaches zero, if the gauge is above the success borderline, negotiation succeeds, and you can recruit that staff member. Afterward, you can give them a name, and they will head to the Research Lab. The key to negotiation is whether you can persuade them by offering the requested salary or higher. On the other hand, if you really want to recruit them no matter what, a high salary will do the trick.



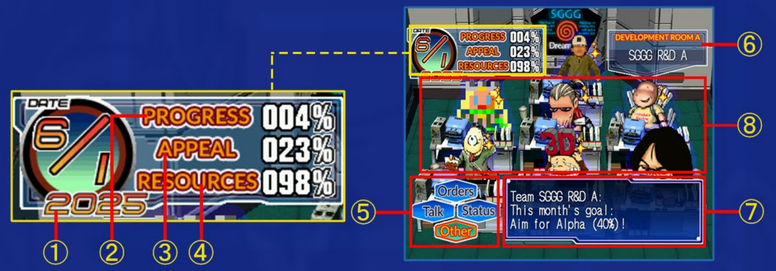
■RECRUITMENT■

When the message 'Wants to be recruited' appears, that indicates Recruitment. If you choose to recruit them, it will always succeed. However, doing so means accepting their requested salary as-is, so decide carefully with your budget in mind.

SIM Mode

Form a team using the development staff you've recruited, and develop an amazing game—that's the SIM Mode.
Once you assemble a team in the Research Lab, the Development Room switches into the SIM Mode, where actual game development takes place.
To progress in the SIM Mode, you must have at least one Director, Designer, and Programmer assigned. If any of these conditions are not met, development will halt completely and no work will progress. Make sure you don't waste valuable time.

READING THE SIM MODE SCREEN & MODE FLOW



When there are two or more development rooms, you can move between them using the L/R trigger.

① **Current Date**……Development is a race against time, so don't neglect checking this.
② **Progress**……Shows how far development has progressed from the start until now.
③ **Appeal**……Shows how appealing the title currently is to players.
④ **Resources**……Shows the status of development equipment such as hardware and software.
⑤ **Commands**……Choose from "Orders / Talk / Status / Other" to issue various instructions. For more details, see pages 33–35.
⑥ **Development Room/Team Name**……Displays the name of the development room and the development team currently working.
⑦ **Message Window**……Shows dialogue with development staff, their responses, and explanations of selected menu items.
⑧ **Development Staff Condition**……As the schedule progresses, the staff's condtion changes accordingly. Details are given on p.32.

▼SIM MODE FLOW▼

In the SIM Mode, the player takes on three roles: issuing instructions to development staff, using items, and handling events. By performing these actions, the values for *Progress* and *Appeal* will change.

When *Progress* reaches 75% or higher, the game can be released.
As *Appeal* rises, the game is projected to sell more units.
In other words, if you efficiently raise both *Progress* and *Appeal* in a short period of time, you can expect higher sales and a larger share.

Of course, if the development staff's Motivation and Talent are low, creating an amazing game will be difficult. Try to recruit staff with higher Motivation and Talent.

Additionally, if you raise the *Resources* value, which represents the development environment (such as equipment), you can expect even higher gains in *Progress* and *Appeal*.

▼SIM MODE CONTROLS▼

Use ⬅➡⬆⬇ to select commands or staff, and press the Ⓐ button to talk to staff or give instructions. To cancel, press the Ⓑ button.

When there are two or more development rooms, use the L/R trigger to switch between rooms.
You can also press the Ⓨ button to speed up time, allowing important work to proceed quickly while you wait. Remember to use this option well.

HINT

EVENTS RELATED TO DEVELOPMENT

Sometimes, events affecting development can occur, such as a staff member's motivation suddenly soaring; during these times their motivation won't drop for a while and they'll work hard on development. Conversely, motivation may fall, they may start doubting their own abilities, cooperation among staff may deteriorate, or in the worst cases they may even run away, so be sure to keep a close eye on their condition.

STAFF CONDITIONS

You can check staff conditions by their visual appearance. It might be a little difficult, but each one has distinct traits, so pay close attention.

Bouncing	Sparkling	Sleeping	Mentally Spent
Motivation Full	Talent Full	No Motivation	Talent Down

Pale + Skull	Spinning	White Aura	Green Hue	Irritated
Verge of Collapse	Chakra Activated	Recovering	Cooperation Rising	Low Cooperation

HINT

EVENTS RELATED TO RELEASE — "INTERVIEW" EVENT

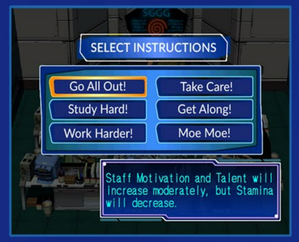
During development, magazine editors will periodically show up to interview you about the game; this is the "Interview" event. When this happens, if the player sets a release date, that date is added to the "Targeted Finish" date in the Status command. If you manage to release on the set date, you can expect higher-than-usual sales, so set your release date carefully while comparing it against the Realistic Finish date.

ACTION COMMANDS

The action commands are Orders / Talk (speak to staff and ask about their current condition) / Status (check overall development information) / Use Item / and Other (human resources, PR, capital investment, etc.).
Use ⬅➡⬆⬇ to select a command and press Ⓐ to switch to each corresponding screen.

▼ORDERS▼

You can issue work orders based on each staff member's condition.
Use ⬅➡⬆⬇ to select the Orders command, then press the Ⓐ button. You will be asked who you want to instruct.



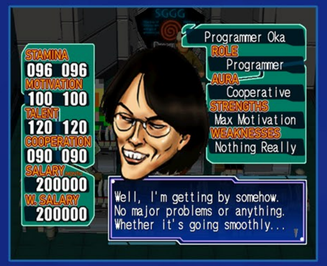
If you are giving orders to a single person, select them with ⬅➡⬆⬇ and confirm with the Ⓐ button.
If you want to give the same orders to everyone, simply press the Ⓨ button and the orders will apply it all staff.

When you issue orders, each affected parameter will change according to the order type.
Even if you give one type of order, you can still change it afterward by selecting another order command.
You can also cancel with the Ⓑ button if you want to stop before finalizing.

Go All Out!.....Increases Motivation and Talent but decreases Stamina.
Study Hard!.....Increases Talent but decreases Motivation.
Work Harder!.....Increases Motivation but decreases Cooperation.
Take Care!.....Increases Stamina but decreases Talent and Motivation.
Get Along!.....Increases Cooperation but decreases Talent and Motivation.
Moe Moe!.....Something happens related to player charisma??

▼TALK▼

You can talk to the staff in the development room and check their status.
Use ⬅➡⬆⬇ to select a staff member, then confirm with the Ⓐ button.
Also, if you talk to them repeatedly, you can hear information such as their current condition, the progress of development, the state of the development room, and other details.
Responding to every staff member might be difficult, but it will still serve as useful reference.
The explanations below include things already covered on p.21, but they are restated here for clarity.



- **Stamina**……Indicates a staff member's physical stamina.
  If the value is low, they become fatigued, and if exhaustion continues, they may eventually collapse.
- **Motivation**……Shows how enthusiastic they are about development.
  If the value is low, they may start slacking off.
- **Talent**……Indicates a staff member's ability.
  If the value is low, the "mentally spent" icon (X?) appears and development efficiency decreases.
- **Cooperation**……Represents teamwork.
  If the value is low, the "irritated" icon appears and arguments become more likely.
- **Salary**……The monthly salary the player must pay to the staff member.
- **W. Salary**……The monthly salary the staff member currently wants or desires.
- **Name**……The name assigned by the player to the staff member.
- **Role**……There are three types: Director / Designer / Programmer.
- **Aura**……Indicates the staff member's personality traits. There are three types: Cooperative / Maniac / Charismatic.
- **Strengths**……Indicates the staff member's strengths.
- **Weaknesses**……Indicates the staff member's weaknesses.

▼STATUS▼

You can check the overall status information of the development room you are currently viewing.
The current date, development status, appeal level, and resources are all explained already on p.30, so read that as well.
To return to the previous screen, press the Ⓑ button.

Possible Ratings for Each Category (Best to Worst)

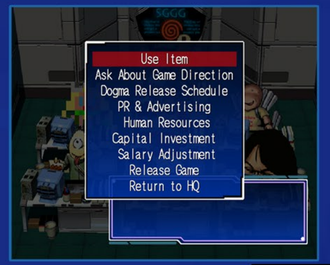
S A B D F

- **Team Motivation**……A combined total of all staff members' motivation.
  Lower values mean "Development Progress" rises more slowly, while higher values make it rise more quickly.
- **Team Talent**……A combined total of all staff members' talent.
  Higher values make the "Appeal" value rise more quickly.
- **Team Salaries**……The total monthly salary cost for the development room you are currently viewing.
- **All Monthly Expenses**……The total monthly expense cost for *all* development rooms during the SIM Mode.
- **Total Budget**……The total budget the player has available. If this hits zero, the game ends.
- **Targeted Finish**……The scheduled completion date.
  After an "Interview" event (see p.32), the completion date you set will be displayed here.
  Note: If the set date arrives, the "Release Game" command (see p.38) becomes available, and the game may treat the project as complete even if you don't formally release it.
- **Realistic Finish**……A projected completion date calculated solely based on current staff conditions, assuming their state remains constant throughout development.
- **Current Market**……The current market state, displayed in five tiers (Great / Good / Okay / Sluggish / Rock Bottom).
  Releasing during a better market state results in higher expected sales.

▼OTHER▼

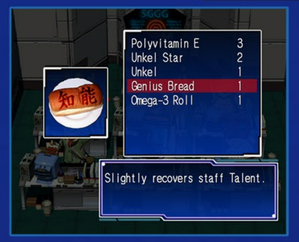
The "Other" command gathers together three functions: publicity, personnel, and sales. It's not enough to simply develop the game; you also have to handle staffing, facility environments, and decisions related to selling the game. It may feel like a lot, but try to learn it little by little.

Use ⬆⬇ to select an item and confirm with the Ⓐ button.
To return to the previous screen, press the Ⓑ button.
Each item is explained on p.36.



■ITEMS■

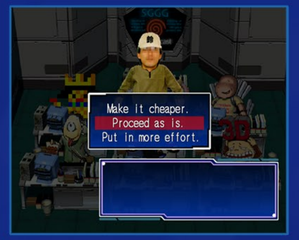
To use items on staff members, select the item you want to use with ⬆⬇ and confirm with Ⓐ button. To choose which staff member will use it, select with ⬅➡⬆⬇ and confirm with Ⓐ button. Doing so applies the item to that staff member (using the R trigger lets you check their current abilities).
Some items are more effective on staff members with certain traits. Before using an item, make sure to check their "Aura" beforehand.



■ASK ABOUT GAME DIRECTION■

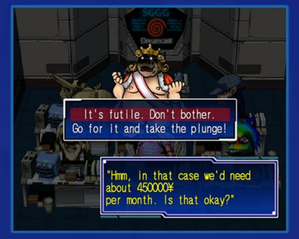
This command allows you to ask which game is currently being developed, and potentially change it. Directors can hold up to six potential game plans pot, and development proceeds based on one of them. Select the indicator with ⬆⬇ and confirm with Ⓐ to issue your instruction. You can do this even if a game is already in development.

Some games don't sell well despite high expectations—for example, if development costs are high. In such cases, the Director may suggest changing the project. When this happens, the Director will evaluate the current project's "Image," "Theme," and "Genre" based on "Development Progress." After hearing the Director's proposal, you can choose a response and confirm with Ⓐ button.



Make it cheaper……Making the game cheaper lowers appeal, but makes it easier to sell.
Proceed as is……Continue development with the current plan.
Put in more effort…Raising appeal increases development load, but also increases expected sales.

If you choose "Put in more effort," the Director will propose a new plan. Select it with ⬆⬇ and confirm with Ⓐ button.



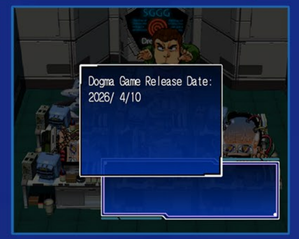
It's futile……Continues with the existing development plan.
Take the plunge…A more drastic change to the current project, potentially costing more and taking more effort.

HINT

DOES THE DEVELOPED GAME CHANGE BASED ON THE DIRECTOR'S ABILITIES?!
While "Ask About Game Direction" allows you to change the entire plan depending on the game's progress, it also sometimes reflects the director's personal ability. Generally, by choosing "Put in more effort" or "Take the plunge!" the director will issue instructions that say, "It's tough to make, but it'll likely become a high-selling game."
However, some directors only make expensive games that don't sell. There are also directors who only make cheap games that are rarely sell in large numbers. Which tendency a director has depends on their "personality." Unlike designers and programmers, if the director quits in the middle of development, or you fire them, everything developed up to that point becomes void, and you must start over — so be careful.

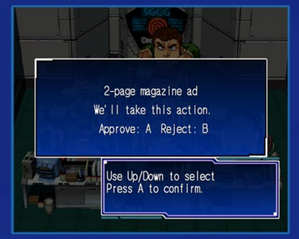
■DOGMA RELEASE SCHEDULE■

You can check the scheduled release dates of games made by Dogma Corp., a rival company, with this command.
If Dogma's release date overlaps with yours, your market share may be stolen, so be careful.



■PR & ADVERTISING■

By investing in public relations & advertising, you can directly raise the game's "Appeal."
Choose a promotional plan with ⬆⬇ and confirm with the Ⓐ button.
Once selected, you cannot advertise again until the following month, so be mindful of timing.
To return to the SIM screen, press the Ⓑ button.

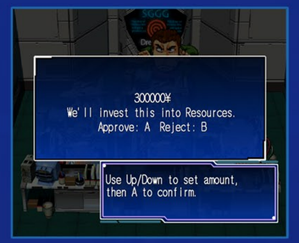


■HUMAN RESOURCES■

Moves you back to the Research Lab, where you can assign or exchange staff.
The method for selecting options is the same as before — see p.21 for details.

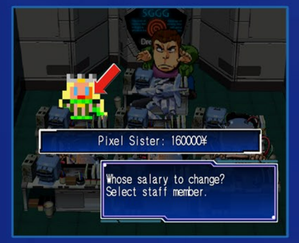
■CAPITAL INVESTMENT■

“Resources” decrease in value as development progresses. By making “Capital Investments,” you can improve your development environment. Select the upgrade amount with⬆⬇ and confirm with the Ⓐ button. When resources deteriorate, staff will complain and ask you to invest again, so return to the SIM Mode screen and handle it. Higher investment amounts improve resources more, but the state of the resources will worsen again over time, so you need to plan with that in mind. Press Ⓑ to return to the previous screen.



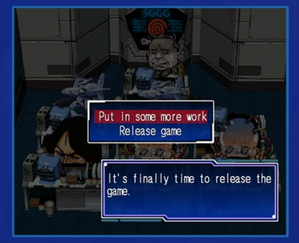
■SALARY ADJUSTMENT■

You can adjust staff salaries. Choose the staff member whose salary you want to change with ⬅➡⬆⬇ and confirm with Ⓐ. Then use ⬆⬇ to select “Raise,” “Cut,” or “Current” and confirm with Ⓐ. When raising salaries, decide carefully—once chosen, you cannot set a lower amount. When cutting salaries, keep in mind that cutting too much may result in staff being poached by other companies, so think carefully before deciding. Press Ⓑ to return to the previous screen.



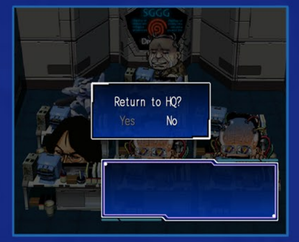
■RELEASE GAME■

When “Development Progress” reaches 75% or higher, you may choose to release the game. If you're unsure whether it will sell, try checking the release schedule or market conditions shown on the “Status” screen before choosing. Good timing can greatly affect sales performance and share acquisition.



■RETURN TO HQ■

Allows you to return to the meeting room. In the meeting room, you can save your progress, though be aware that if you return to the meeting room, you cannot resume from the SIM Mode’s current state, so use this carefully. After selecting this command, confirm whether to return to the meeting room with “Yes / No.”



BLUFFS

Bluffs are actions the player can use in the RPG Mode, functioning like “magic” in RPGs.

Name	Effect
Feign Energy	Restores a small amount of HP.
Hot Topic	Deals fire damage to an opponent.
Processing Crash	Paralyzes an opponent.
Chilling Tale	Deals ice damage and slightly lowers the opponent’s Attack.
Shocking Opinion	Deals lightning damage. More accurate than Hot Topic.
Nap in Chair	Restores a large amount of HP.
Moe Moe	Lowers an opponent’s Defense. Different from the SIM Mode “Moe Moe.”
16t	Deals damage that may be 16, 160, or 1,600 HP depending on conditions. More effective if the opponent is frightened.

ITEMS

These are some items you can purchase early in the game at the HQ store or other shops.

Usable only in SIM Mode: [S] Usable in RPG & SIM Mode: [R/S] Usable only in RPG Mode: [R]

Name	Effect
Harisen	Starting weapon.
Piko Hammer	Stronger than the Harisen. Deals reliable damage.
Spiked Bat	A spiked bat. Inconsistent damage since the spikes are just rubber.
Outerwear +1	Initial armor. Inner padding greatly increases defense and stability.
Leather Jacket	Just an ordinary leather jacket, but higher defense than Outerwear +1.
Knitted Sweater	Handmade sweater with exceptional defensive capability.
Polyvitan E	A vitamin drink that slightly restores stamina. [R/S]
Homo Ludens	A technical book that recovers Dreams, if only a little. [R]
Genius Bread	Slightly recovers staff Talent. [S]
Omega-3 Roll	Greatly restores staff Talent. [S]
Unkel	Moderately restores Stamina. [R/S]
Healing Spring	Greatly restores all staff stats. [S]

SEGA Corporation (2025 Edition)

SGGG

THE SEGA HEADQUARTERS BUILDING (AS OF 2025)

SEGA's headquarters traces its origins back to 1951, when it was first established in Haneda, Ota Ward, Tokyo. Since then, the building has undergone countless expansions and renovations, resulting in the structure as it stands in 2025.

HARDWARE DEVELOPMENT DIVISION

Over 18 million Dreamcast units have been produced. Because of its overwhelming popularity, production can't keep up with demand.

SOFTWARE DEVELOPMENT DIVISION

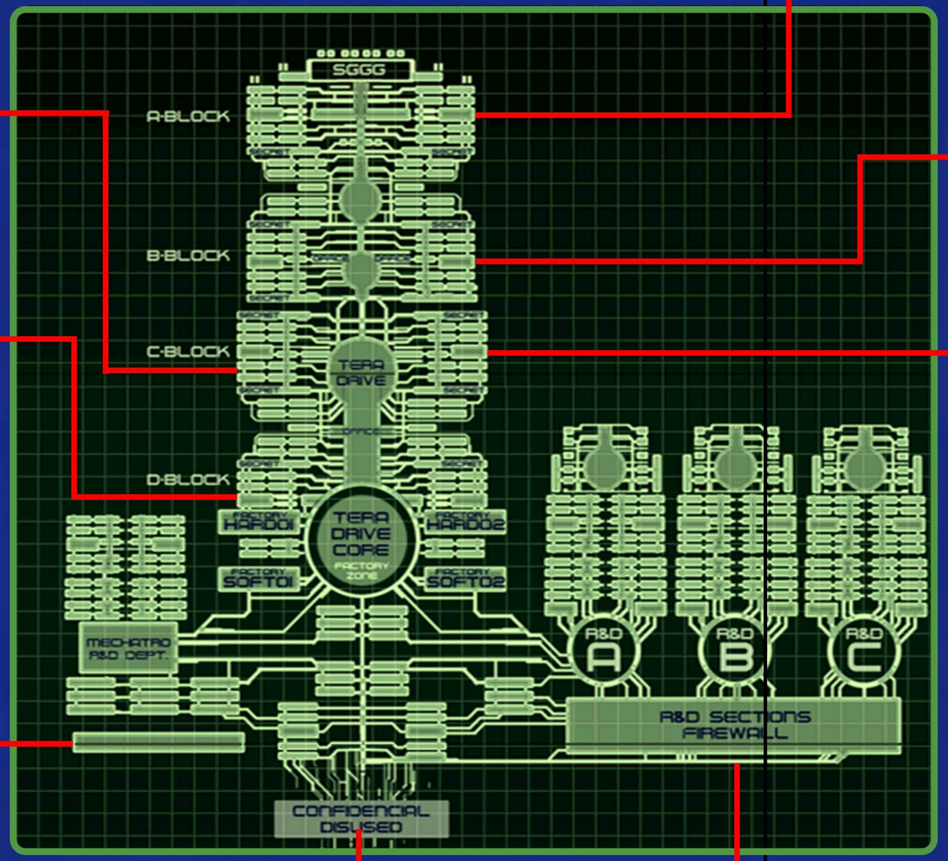
Veteran craftsmen burn each GD-ROM one by one by hand. To maintain quality, state-of-the-art infrared lasers are used, and no harmful solvents or additives are utilized.

VENDING MACHINES

As of 2025, the Dream Drink—priced at 150 yen—is extremely popular among employees.

CORE BLOCK

The original SEGA headquarters building was located here. After numerous renovations, this area has become the nucleus of the current headquarters building, housing the offices of senior company executives.



SEGAGAGA MEETING ROOM

Once selected for "Project Segagaga," you'll meet here with the company president to receive all sorts of directives for saving the game industry.

CAFETERIA

As of 2025, the recommended lunch is the "Big Bowl," priced at 750 yen. It's filling and delicious, so employees make good use of it.

TERA DRIVE

SEGA's brain and central control. An AI super computer. It boasts the highest capabilities in the world and can process up to 16,770,000 sprites per second.

RESEARCH & DEVELOPMENT SECTION

Divided into R&D A, B, and C, each responsible for producing powerful triple-A titles. The rooms are equipped with the latest facilities, and underground cooling keeps temperatures comfortably low. If a title becomes a hit after release, the development team may even receive a huge bonus. That's what the rumors say, at least.

MAIN TOWER

Completed in 2001 during the Dreamcast's worldwide surge—later referred to as "The Year of Miracles." It stands 512 meters tall with 128 above-ground floors and 16 below-ground floors. Equipped with everything required for game development, it's sturdy enough to withstand violent earthquakes or even missile strikes without a scratch.

Segagaga March

Lyrics: Tetsu Okano Music: Tsuyoshi Kaneko

1. SE~GA, SE~GA, Tokyo, Ota-ku!
   Keikyu Haneda Airport Line, Otorii
   Creation is life, the palace of games
   Yet the day of victory lies far ahead
   We stumble, fall, but rise again
   SE~GA, SE~GA — oh! March on towards tomorrow!

2. SE~GA, SE~GA, by the Tama River
   Take the Shuto at Haneda, head to Kamata
   Arrows and bullets spent, and comrades departed
   Yet take heart now, and lift your spirits high
   Rejoice, encourage one another — rise!
   SE~GA, SE~GA — oh! March on towards tomorrow!
   SE~GA, SE~GA — oh! March on towards tomorrow!